AMPLIFY PROGRAM

One link. Minimal lift. Turn concerts into worldwide climate action.

From Music Declares Emergency
4,100+ signed artists • Global network • Est. 2019

WHY THIS EXISTS

Fans want to act. Artists want to lead. AMPLIFY turns that energy into collective action.

- ✅ **Deepens fan engagement** — Converts listeners into community
- ✅ **Minimal workload** — We handle everything; you just share
- ✅ **Works everywhere** — Tour, social, email, all in one link
- ✅ **Geolocation routing** — Fans auto-directed to local orgs in their country
- ✅ **Strengthens brand** — Matches fan demand for artist activism
- ✅ **Long-term partnership** — Sustained infrastructure for climate action

PROVEN RESULTS

According to Planet Reimagined data, a prominent indie band achieved a **13.5% fan signup rate** during their 2024 tour → **34,000** actions driven across **25** shows

HOW IT WORKS

1. **Get your AMPLIFY link** — Direct fans to vetted orgs by location
2. **Share it anywhere** — Tour visuals, social posts, email, link in bio
3. **Fans take action** — Connected to local grassroots organizations

WHAT WE HANDLE: INFRASTRUCTURE	WHAT YOU HANDLE: PROMOTION
• Partner vetting • Core messaging • Link performance reporting	• Display QR code at shows (on-screen, merch table) • Post link in socials (IG, TikTok, X) • Share link in email newsletters

READY TO ACTIVATE YOUR FANS?

📧 **Email** hellous@musicdeclares.net
📦 **You'll receive** Your toolkit with unique link, QR assets, social templates, usage guide

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